

BOOKSELLING **THIS** Week

AMERICAN BOOKSELLERS ASSOCIATION

April 25, 2002

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ABA Launches Online Edition of *ABA Book Buyer's Handbook* -- New Version Offers the Latest, Most Accurate Info

April 25, 2002 -- Beginning today, ABA members can access all the fully updated information in the *ABA Book Buyer's Handbook* (*BBH*) in an online edition. In development for over a year, the online *BBH* will provide access to almost 5,600 publisher, wholesaler, and distributor listings in a fully interactive format, which can be searched by such criteria as company name, keyword, and ISBN prefix.

The *BBH* has long been a key service for ABA members, providing

the essential information of vendor terms of sale necessary for operating a profitable bookstore. However, while the editorial work behind the *BBH* continues year-round, publishers' listings can go out of date quite soon after the annual publication of the book's hard-copy edition.

Now, however, ABA's Information Department will be working closely with publishers, wholesalers, and distributors throughout the year to obtain the most accurate and timely information possible, and it will be updating the *BBH* within days of confirming changes in terms and key contact information. Further, ABA will shortly be activating a feature that will enable the association to include in the *BBH* database information about publishers' special terms and offerings throughout the year.

The online *BBH* offers such features as the quick display of all recently updated listings, an advanced search function, and the ability to browse company names and ISBN prefixes. The *BBH* will be available to members 24 hours a day, seven days a week. In addition, companies included in the *BBH* will be able to access a special editing feature that will offer a secure means of reviewing their listings and providing changes to ABA.

ABA CEO Avin Mark Domnitz noted to *BTW* that "we believe that this is a crucially important improvement in member services. The *Book Buyer's Handbook* online offers booksellers the most accurate and timely information possible regarding terms of sale, which is essential in this competitive marketplace." He added, "In addition, by providing, for the first time, updates on the most current information of publishers' special offers, we can give booksellers access to buying options that, up to now, have never been widely available to independent booksellers."

Documents made public during the course of the lawsuit against the chains indicated the extent of special deals that had not been extended to independent booksellers, and following the settlement of the lawsuit ABA resolved to make sure that such information could be provided to independents. The online *BBH* also offers an easy-to-use option for booksellers to e-mail information to ABA regarding any new terms of sale they may learn of.

Recognizing that many stores have used the *BBH* as a source of key contact information for companies, ABA will be producing a hard-copy directory booklet listing company office address, phone, e-mail, and Web address information, which will be available free to bookstore members on request. In addition, ABA will be offering hard-copy editions of the *BBH* to bookstore members for purchase at cost.

Access to the online *Handbook* is currently available to all ABA members.

All staff in your store can access the *Handbook* online by using their current log-in name and password for BookWeb.org. To create a log-in name and password, booksellers need only click the "Register for BookWeb" icon at www.Bookweb.org, and fill in the requested information, including your store's ABA ID number. Any number of staff can use the same log-in name and password.

To explore the new online *BBH*, members should point their

browsers to <http://handbook.bookweb.org>². The *Handbook* is easily accessible directly through this URL or through a prominent icon on BookWeb.org.

In developing the online *BBH*, ABA worked with Objective Consulting, Inc.³ (OCI), an Internet consulting and software development company headquartered in Tarrytown, New York. The OCI team has worked with ABA on such projects as BookWeb.org, the improved electronic reporting options for the Book Sense Bestseller lists, and the newly enhanced printing options for *Bookselling This Week*.

BTW Launches Live Beta Test of Enhanced Printing Option -- Entire Week's Stories Now Can Be Easily Printed

April 25, 2002 -- Since its online launch in January, *Bookselling This Week* has gotten high marks for its increased postings of news and features and its ease of use. Since going online, *BTW* has also seen a 57 percent increase in its subscription base. However, many bookseller readers have noted to ABA that they miss the easy accessibility of a printed version of a weekly *BTW*.

Responding to this feedback, ABA this week announces the launching of the live beta test of a new, greatly enhanced printing option for *BTW*. Beginning next week, the weekly e-mail edition of *BTW* will offer readers two new printing choices. In tests, the two new printing choices have taken at most a few minutes; times may vary depending on Internet connection and hardware configuration.

The first option will be to print the entire week's stories in a clear, readable printer-friendly format. By omitting stories' graphics and by formatting the text in a concise, two-column layout, the new printed edition will minimize both the time necessary to download the digital file and the number of pages required to print the week's stories. For a sample of this option, click here⁴.

The second printing option will allow readers to go to a new *BTW* Web page, where they can select just the stories from the most recent news cycle that they would like to print. After selecting the desired stories to assemble their issue, the newly developed software will generate a digital file that will be downloaded to their computer, ready for printing in the new concise, two-column format.

Commenting on the enhanced printing options, ABA CEO Avin Mark Domnitz said, "As good as we know *BTW* online is -- with its increase in the amount of news covered each week, and its renewed coverage of more in-depth features -- we also know that, for some booksellers, something was lacking. We believe that the new enhanced printing options for *BTW* will give readers the flexible, bookstore-friendly solution they have been seeking." *BTW* Editor Dan Cullen commented that "as far as I know, this is a fairly unparalleled offering in the realm of online publishing, both its range of choice and its ease of use. I'm especially grateful to the work of Objective Consulting, which designed such a bookstore-appropriate solution."

Objective Consulting, Inc.⁵ (OCI) is an Internet consulting and software development company headquartered in Tarrytown, New York. Founded in 1993, and headed by President Gene W. Homicki, the OCI team has worked with ABA on such projects as BookWeb.org, the online *ABA Book Buyer's Handbook* project, and the improved electronic reporting options for the Book Sense

Bestseller lists.

Both of the printing options will be in standard PDF format. If booksellers do not already have Adobe Acrobat installed on their computers, it can be quickly downloaded for free from Adobe at <http://www.adobe.com/products/acrobat/readstep.html>⁶. Installation is not complicated, but booksellers with questions may call Bill Cunningham, ABA's technical project manager, at (800) 637-0037, ext. 1211 for help in getting Adobe Acrobat set up.

Beginning next week, the e-mail edition of *BTW* will also contain a direct link to the printable files of the most recent Book Sense Bestseller lists as well. The bestseller lists can now be downloaded either in Adobe Acrobat, or Microsoft Word, which is noted as a "Doc" file on the bestseller list page on BookWeb.org.

Booksellers are encouraged to share their experiences, feedback, and problems regarding the new *BTW* printing options with ABA. Cullen can be reached at (800) 637-0037, ext. 1250 or dan@bookweb.org⁷.

ABA Announces 2002 Board Election Results

April 25, 2002 -- ABA has announced the results of the 2002 elections for Board officers and directors.

The candidates chosen to serve as ABA Board directors were: Neal Coonerty, owner of Bookshop Santa Cruz in Santa Cruz, California; Russ Lawrence, co-owner of Chapter One Book Store in Hamilton, Montana; and Karl Pohrt, owner of Shaman Drum Bookshop in Ann Arbor, Michigan. Board members serve three-year terms. Coonerty and Pohrt are currently Board members.

The association membership also ratified the Board's earlier selection of ABA Board director Ann Christophersen of Women & Children First, Chicago, for a one-year term as president, and Board director Mitchell Kaplan of Books & Books in Coral Gables, Florida, for a one-year term as vice president/secretary.

Christophersen, a bookseller since 1979, served last year as ABA vice president/secretary. Her bookstore, Women & Children First, recently celebrated its 23rd anniversary in its present location. Kaplan, a current Board member, is a founder of the Miami Book Fair International and is presently its chairperson.

This will be the second three-year term as Board directors for both Coonerty and Pohrt. Coonerty, who served two terms as president of ABA from 2000-2002, has served as chair of the Bylaws Committee and the Strategic Planning Committee, and has served on the board of ABFFE and LIBRIS. Pohrt, who recently celebrated the 21st anniversary of Shaman Drum Bookshop, has been on the boards of the Great Lakes Booksellers Association, the Ann Arbor Downtown Development Authority, and the State Street Area Association in Ann Arbor. Lawrence, a former president and board member of the Pacific Northwest Booksellers Association (PNBA), is also a former member of the ABA Booksellers Advisory Council. He was a PNBA board member from 1997 to 2001 and was president from 2000 to 2001.

Under ABA's bylaws, the officers of the Board are selected by the Board from among current Board members (to provide continuity) and are then ratified by the membership. Christophersen and Kaplan were selected at the Board's January meeting in Atlanta, Georgia (click here⁸).

The election results were certified by ABA election inspector at

KPMG, Peat Marwick.

The New Yorker Says 76 Selections Are Bound to Please

April 25, 2002 -- The May 6 issue of *The New Yorker* (on newsstands on April 29) will feature the fifth special Book Sense insert, "Bound to Please: Great Gift Ideas From Your Independent Booksellers." This 14-page special feature will showcase a number of independent booksellers, in both text and pictures, and will share their enthusiastic picks for gift-giving from recent Book Sense 76 selections.

Underscoring the unique role that independents often play in their communities, *The New Yorker* piece notes that "an independent bookseller often serves as the cultural hub and literary soul of a community. In addition to recommending good literature and sponsoring readings and book signings, a locally based bookseller also offers intangibles such as providing a welcoming environment that draws people to browse, peruse, and chat with others about the latest must-reads."

Clearly focusing on the importance of knowledgeable handselling, "Bound to Please" states, "Of course, selecting the best gifts from the staggering number of books released each season can be daunting. Thankfully, independent booksellers across the country have already done a lot of the leg work, arriving at some informed ideas for Mother's Day, Father's Day, graduation, and lazy summer reading."

The book suggestions of 19 booksellers are included in the piece. The booksellers are: Third Place Books in Lake Forest Park, Washington; Books & Books in Coral Gables, Florida; Pegasus Books in Berkeley, California; Books Inc. in San Francisco; Olsson's Books and Records in Washington, D.C.; Scott's Bookstore in Mount Vernon, Washington; Brookline Booksmith in Brookline, Massachusetts; The Odyssey Bookshop in South Hadley, Massachusetts; Just Books in Greenwich, Connecticut; Modern Times Bookstore in San Francisco; R.J. Julia Booksellers in Madison, Connecticut; Drummer Boy Books in Ligonier, Pennsylvania; Annie Bloom's Books in Portland, Oregon; Village Books in Bellingham, Washington; The Toadstool Bookshop in Milford, New Hampshire; Books in the Bluff in Eulonia/Townsend, Georgia; Odyssey Books in Grass Valley, California; Politics and Prose in Washington, D.C.; and Copperfield's Books in Sebastopol, California.

Featured in text and photos in the piece are Square Books in Oxford, Mississippi; McIntyre's Fine Books and Bookends in Ferrington Village in Pittsboro, North Carolina; Octavia Books in New Orleans; Old Market Book Cellar in Omaha, Nebraska; Front Street Books in Alpine, Texas; Concord Bookshop in Concord, Massachusetts; Brookline Booksmith in Brookline, Massachusetts; Politics and Prose Bookstore in Washington, D.C.; Diesel, A Bookstore in Oakland, California; Powell's Books for Cooks and Gardeners in Portland, Oregon; and I Love a Mystery in Mission, Kansas.

In the text of the special insert are recommendations for gifts for Mother's Day, Father's Day, graduates, as well as fiction readers, fans of mysteries, and food lovers.

BEA Panel Focuses on Political Advocacy and Important Public Policy Matters for Booksellers

April 25, 2002 -- On Saturday, May 4, from 2:00 p.m. to 3:00 p.m. BookExpo America (BEA) attendees can learn the latest on how community-based retailers are working to more effectively advocate on important political issues in their cities and towns.

This special one-hour panel (Room 1E12) on "Main Street/Alliances/Political Advocacy" will feature Utah Senator Orrin G. Hatch (author of the upcoming book *Square Peg* from Basic Books) and two booksellers with extensive experience in civic affairs -- current ABA President Neal Coonerty of Book Shop Santa Cruz in Santa Cruz, California, and former ABA President Richard Howorth of Square Books in Oxford, Mississippi.

Coonerty served as mayor of Santa Cruz from 1992 to 1993, and Howorth is currently serving as mayor of Oxford. The panel will be moderated by ABA COO Oren Teicher and is open to all badged BEA attendees.

Booksellers are an integral and respected part of their community. The "Main Street/Alliances/Political Advocacy" panel will discuss ways to become more involved in political advocacy and in forming alliances and coalitions with like-minded retailers, and will provide updates on current public policy issues involving the bookselling community. Topics to be covered include equitable Internet sales tax collection, effective use of zoning ordinances, and an update on the effects of the recently passed USA Patriot Act on bookstores.

Book Sense 76 Audiobook Top Ten

April 25, 2002 -- For summer listening and in celebration of June is National Audiobook Month, here are your top ten picks.

The pad of fliers will be in the May white box, and to you by June 1. Thank you!!!

Carl
carl@booksense.com⁹

1. THE NANNY DIARIES , by Emma McLaughlin and Nicola Kraus; read by Julia Roberts (Random House Audio, Abridged, \$25, 0553714759)

2. THE NEAL POLLACK ANTHOLOGY OF AMERICAN LITERATURE , by Neal Pollack; read by the author (HarperAudio, Abridged/CD only, \$21.95, 0060011688)

3. NOONDAY DEMON: An Atlas of Depression , by Andrew Solomon; read by the author (Simon & Schuster Audio, Abridged, \$26, 0743523229)

4. THE SECRET LIFE OF BEES , by Sue Monk Kidd; read by Jenna Lamia (Penguin Audio, Abridged, \$35, 1565115384; Unabridged CD, \$38, 1565115392)

5. PEACE LIKE A RIVER , by Leif Enger; read by Chad Lowe (HarperAudio, Unabridged, \$39.95, 0694525839)

6. THE PASSION OF ARTEMESIA , by Susan Vreeland; read by Gigi Bermingham (Penguin Audio, Unabridged, \$34.95, 1565115252; CD, \$36.95, 1565115260)

7. THE EYRE AFFAIR , by Jasper Fforde; read by Elizabeth Sastre (Penguin Audio; Abridged, \$34.95, 1565115457; CD, \$36.95, 1565115465)

8. COMFORT ME WITH APPLES , by Ruth Reichl; read by the author (Random House Audio, Abridged, \$25.95, 0375417230)

9. MYSTIC RIVER , by Dennis Lehane; read by Scott Brick (HarperAudio, Abridged, \$25.95, 0694524913; Unabridged,

\$39.95, 0694525057; CD, \$29.95, 0694524646)

10. AVA'S MAN, by Rick Bragg; read by the author (Random House Audio, Abridged, \$25.95, 037541889X; CD, \$29.95, 0375418903)

Road trip! Books on tape for the whole family this summer.

This summer, catch up on all of Harry Potter's and Frodo Baggin's adventures before the next movies. These audiotapes are wonderful. Jim Dale portrays Harry Potter -- and 124 other characters -- on the unabridged tapes from The Listening Library.

Listen to BBC Radio productions of J.R.R. Tolkein's classics on tape or CD from Bantam Audiobooks.

Why Book Sense Just Makes Sense for Independents

April 25, 2002 -- By Maret Orliss, Vroman's Bookstore

Vroman's has always been a big supporter of the Book Sense program. Through BookSense.com, the gift certificate program, and the Book Sense 76 list, Book Sense is an effective marketing program and a terrific way of promoting that independent bookstores, while unique, also share a common connection.

Recently, there was a unanimous decision by Vroman's management to support Book Sense in new ways in an effort to do more to promote our independence and Book Sense within our store.

Occupying over 50,000 square feet of book retail amongst three locations in Pasadena, Vroman's is proud to be the oldest and largest independent bookstore in Southern California, and we want our customers to be able to easily identify us as an independent. For that reason, we've supported Book Sense heavily since its inception, including Book Sense displays and a stenciled front window informing customers that Book Sense Gift Certificates are available here. Book Sense helps us maintain customer loyalty and, at the same time, hold onto our unique identity.

Due to our success with the program, we are taking our Book Sense support to a new level in a number of ways.

Joining the BookSense.com Community

Currently, we are working with BookSense.com to change our Web site over to a Book Sense site. We believe this change will offer us a number of marketing advantages, among them:

- *We will benefit from BookSense.com purchases*. Joining the BookSense.com team will open us up to new customers and better online sales.
- *Being a BookSense.com store will lighten our workload*. Trying to keep our Web site up-to-date took a lot of work. Now, a wealth of national content will be provided by BookSense.com, which really lightens our workload and, at the same time, improves our site. We will concentrate on updating our local content, including event and book reviews.

76 Discounts

Rather than use the Los Angeles Times or New York Times bestseller lists to promote books through either displays or discounts, we have used a store bestseller list, and have discounted those titles 30 percent. Recently, we decided to discontinue this bestseller list, and, instead, to discount all current 76-list titles by

20 percent.

Why? Prior to this decision, we already had prominent display areas for the Book Sense 76 titles. We like to promote that 76-list titles are different from what one usually finds on a bestseller list. As they are chosen through multiple bookseller recommendations, we can be confident that the customer is getting a quality title.

And, most importantly, as the display areas that feature the 76 list are in the front of both our main branch and our Hastings Ranch location, they have a higher visibility and are browsed more by customers than the bestseller displays. For instance, at the Pasadena store, when you walk in the store and pass the register, directly to your left there is a wall display of all 76 of the titles with signage and fliers.

We believe that showcasing the 76 is a significant way to promote Book Sense, which continues to establish us as an independent. We think it's important that we offer discounts on books you don't see everywhere else, and on titles that the staff can be happy to hand sell.

Book Sense Training Session for Employees

In order to reap the most out of the Book Sense marketing program, we needed to make sure the entire staff was "Book Sense smart." Due to all our recent changes -- the new Web site and the 76 discounting program -- we recently implemented an half-hour "Book Sense Training Session" for our staff, to ensure they had a clear understanding of the Book Sense program as a whole. After all, if Book Sense is to work at Vroman's, it's imperative that our customers receive knowledgeable answers about the program from our sales staff.

In the session, I begin by providing the staff with a synopsis of the Book Sense program and its marketing goals. Then, I go over the different aspects of the program, including Book Sense gift certificates, BookSense.com, and the Book Sense 76. We are initially providing the sessions at five different times during the month so that staff can pick a convenient time. After our current staff is trained, we will hold training sessions once a month for new employees hired after these initial sessions conclude. We've also created a Book Sense training manual that staff members keep after the sessions to use as a reference.

Through these initiatives, we hope to get the most from the Book Sense program, an effective marketing tool with national recognition. We want to take advantage of that for Vroman's, but we also want to be of assistance in making Book Sense successful. If Book Sense can help make people aware of us as both an independent and a success story, we're happy to be a part of it.

Maret Orliss is Special Projects Manager for Vroman's Bookstore in Pasadena, California.

BEA Book Sense 76 Author & Bookseller Luncheon Filled to Capacity

April 25, 2002 -- Due to overwhelming interest in this year's Book Sense 76 Author & Bookseller Luncheon, Carl Lennertz has announced that the event is now filled up. "When Book Sense and *The New Yorker* initiated the luncheon last year in Chicago, the response from booksellers, authors, and publishers was outstanding. For many people it was the highlight of the entire show. We expect nothing less this year. It's too bad we can't include everyone."

He noted to *BTW*, "Only booksellers with e-mail confirmations can

get into the 76 Lunch on Friday. Please bring the confirmation e-mail with you. They are being sent out over the next few days. Thanks for your patience! Some more authors are coming, which is wonderful, but sets off a table reshuffle each time, and we're trying to get a nice geographical mix at every table. Thanks again!"

Chefs Add "Sizzle" to BookExpo America

April 24, 2002 -- CookBook Expo Provides Author Chef Demonstrations

For the third consecutive year, cookbook authors will provide demonstrations and prepare their favorite dishes right on the BookExpo America (BEA) convention floor. Delectable tastes and delicate aromas will permeate the CookBook Expo demonstration area as chefs show off their talents and teach their audience how to cook with chocolate or grill their favorite Latin dishes. In the three years since it was created, CookBook Expo has quickly become a favorite spot on the exhibit floor. The chefs will also be available for an autographing immediately following their demonstration.

"CookBook Expo has become a lively and interactive part of the overall convention experience," notes Greg Topalian, vice president and show director for BEA. "These chefs are extremely talented and the sights and smells they bring to BEA are a delightful addition. We are very pleased to be able to provide booksellers with this unique environment to meet their favorite cookbook authors."

CookBook Expo will be located on the main exhibition floor (Aisles 2000-2111). CookBook Expo is sponsored by the Culinary Institute of America and John Wiley & Sons.

Author Chefs participating in Cookbook Expo and the schedule of appearances are as follows:

Friday, May 3

- Mary Bartz (Betty Crocker Spokesperson), *BETTY CROCKER'S COOKY BOOK* and *BETTY CROCKER'S ULTIMATE CAKE MIX BOOK* (John Wiley & Sons)
Demo: 10:00 a.m. - 11:00 a.m., Autographing: 11:00 a.m. - 11:30 a.m.
- Douglas Rodriguez, *LATIN FLAVORS ON THE GRILL* (Ten Speed Press)
Demo: 12 noon - 1:00 p.m., Autographing: 1:00 p.m. - 1:30 p.m.
- Mary Bartz (Betty Crocker Spokesperson), *BETTY CROCKER'S QUICK & EASY COOKBOOK* (John Wiley & Sons)
Demo: 2:00 p.m. - 3:00 p.m., Autographing: 3:00 p.m. - 3:30 p.m.
- John Stage, *DINOSAUR BAR-B-QUE, AN AMERICAN ROADHOUSE* (Ten Speed Press)
Demo: 4:00 p.m. - 5:00 p.m., Autographing: 5:00 p.m. - 5:30 p.m.

Saturday, May 4

- Michael Chiarello, *MICHAEL CHIARELLO'S CASUAL COOKING* (Chronicle Books)
Demo: 10:00 a.m. - 11:00 a.m., Autographing: 11:00 a.m. - 11:30 a.m.
- James Peterson, *GLORIOUS FRENCH FOOD*, (John Wiley & Sons)
Demo: 12 noon - 1:00 p.m., Autographing: 1:00 p.m. - 1:30 p.m.
- Tish Boyle, *THE GOOD COOKIE: OVER 250 DELICIOUS RECIPES FROM SIMPLE TO SUBLIME* (John Wiley & Sons)

Demo: 2:00 p.m. - 3:00 p.m., Autographing: 3:00 p.m. - 3:30 p.m.

- Maricel Presilla, *THE NEW TASTE OF CHOCOLATE: A CULTURAL & NATURAL HISTORY OF CACAO WITH RECIPES* (Ten Speed Press)
Demo: 4:00 p.m. - 5:00 p.m., Autographing: 5:00 p.m. - 5:30 p.m.

Sunday, May 5

- Rosario Safino & Judith Sutton, *TRUFFLES IN ALL THEIR GLORY: HOW TO COOK WITH NATURE'S RAREST TREASURE* (John Wiley & Sons)
Demo: 10:00 a.m. - 11:00 a.m., Autographing: 11:00 a.m. - 11:30 a.m.
- Patricia Mitchell, Thomas Gumpel and Michael Weiss, *PRO CHEF*, 7th ed. & *EXPLORING WINE*, 2nd ed. (John Wiley & Sons)
Demo: 12:00 p.m. - 1:00 p.m., Autographing: 1:00 p.m. - 1:30 p.m.

For information concerning BookExpo America and registration, please call (800) 840-5614 or (203) 840-5614 (international), or visit the BEA Web site at www.bookexpoamerica.com¹⁰.

Ingram Book Group Announces Around-the-Clock Customer Service

April 24, 2002 -- On April 24, La Vergne, Tennessee-based Ingram Book Group announced that its Customer Care staff would expand from 12 hours per day to 24 hours per day, seven days a week. The new hours should benefit booksellers, said Keel Martin, spokesperson for Ingram. "Booksellers are spending most of their time serving their customers," he said. "Being able to call after hours should be a great new convenience."

Prior to the change, Ingram's customer service hours had been 7:00 a.m. through 7:00 p.m. CST, Monday through Friday, though its Web-based ordering system had been available 24 hours per day. In its press release, Ingram noted that customer service reps will be available to take orders, check stock, track packages, provide electronic ordering support, and answer general questions at any time -- through phone, fax, or e-mail.

Ingram is especially hoping that the new hours will help its international customers, allowing them to conduct business with the wholesaler at their convenience regardless of location. Furthermore, in a prepared statement, Steve Pate, vice president of sales operations for Ingram, indicated that the company expanded its hours because many of its "valued customers" no longer "abide by the typical 'nine to five.'"

"We don't want customers to ever have to worry about what time it is when they want to do business with Ingram," Pate said, and added that he believed that 24-hour customer service was the next natural step in Ingram's goal to provide service to "the world's booksellers."

Ingram Book Group is a wholesaler of trade books, spoken audio, and magazines. Its operating units include Ingram Book Company; Ingram Periodicals, Inc.; Ingram International, Inc.; Ingram Library Services, Inc.; Spring Arbor Distributors, Inc.; Tennessee Book Company; Ingram Fulfillment Services, Inc.; and Ingram Customer Systems, Inc.

Physician-Assisted Literacy -- Prescription for Reading Program Gains Momentum

April 24, 2002 -- Booksellers around the country have more reasons than ever to sign on to the 2002 Prescription for Reading marketing program. This year, Prescription for Reading is sponsored by a partnership of ABA, Book Sense, Chronicle Books, Baker & Taylor, and the Pizza Hut® BOOK IT!® Program. All of these partners have a strong interest in improving literacy and the general well-being of children. Prescription for Reading pairs independent booksellers with healthcare providers to encourage parents and caregivers to read to very young children to ensure a healthy start in life.

Prescription for Reading is part of the larger Book Sense marketing program, but is open to all storefront bookstore members of ABA.

Under the program, booksellers distribute "prescriptions," or coupons, to healthcare providers, who then pass them on to parents and caregivers. The coupons can be redeemed at the participating bookstore for both a free copy of the year's exclusive book and a coupon for a savings at Pizza Hut. This year's book is a special edition of *Sylvia Long's Mother Goose*, published by Chronicle Books.

By involving community healthcare professionals in this effort, the program can extend its influence to people who may not have been reached in any other meaningful way. Participation in the program enables booksellers to make a difference in a child's life. Booksellers are familiar with the satisfaction of opening a child's mind with a special book; through the Prescription for Reading Program, booksellers can help to bring the gift of reading itself to very young children. The entire community benefits from increased literacy, and booksellers specifically gain new customers when they encourage new readers.

Beth Puffer, manager of Bank Street Books in New York City, has participated in the program many times. She told *BTW* that "the idea is a great thing. The concept of putting books into new hands is a wonderful way to bring people into the store. Any connection between community workers [doctors, nurses] and the bookstore is a great thing."

According to Jill Perlstein, ABA's director of marketing services, "Prescription for Reading not only enhances community literacy programs, it attracts consumers to independent bookstores. A survey among the participating bookstores indicates that about half of the consumers visiting bookstores for the free children's book were first-time visitors. Also, one-third of the booksellers reported incremental sales as a result of the visit for the Prescription for Reading program."

The program this year is bigger than ever, with 150,000 free copies of Long's special edition book to be distributed via bookstores between July 1 and December 31, 2002. This is a 50 percent increase in the number of distributed titles over last year. Expansion of the program has been possible due to the additional sponsorship of the BOOK IT! Program. (Click here ¹¹ for more on this subject).

All storefront bookstore members of ABA can order two promotional kits and 200 copies of Sylvia Long's special edition *Mother Goose* for a program fee of \$50. Included in each kit are the books, the "prescriptions," Pizza Hut discount coupons, and

specially designed posters. Books and kits should be ordered through ABA and will be distributed by Baker & Taylor. The kits contain promotional materials to be used with local healthcare providers to encourage wide distribution of the Prescription for Reading coupons to parents and caregivers.

Click here ¹² to download an order form (pdf format) for the Prescription for Reading kit. For more information, contact Jill Perlstein, ABA's director of marketing services, at (800) 637-0037, ext. 1283 or via e-mail at jill@bookweb.org ¹³.

Book Sense Authors Read at BEA

April 24, 2002 --

Paul Auster, Kate DiCamillo, Louise Erdrich, and Michael Malone will be the authors featured at the 2002 Book Sense Reading Room at BEA. The Reading Room (Room 1E12) is scheduled for Saturday, May 4, from 4:00 p.m. - 5:00 p.m. This annual event is free and open to all badged BEA attendees. Always one of the high points of the show, the Reading Room provides a relaxed, intimate environment to hear celebrated writers read from their recent works. Authors appearing at the Reading Room in the past include Raymond Carver, Ann Patchett, Richard Ford, and Alice McDermott.

Each of the four featured authors have had books on Book Sense 76 lists in 2001. *I Thought My Father Was God: And Other True Tales from NPR's National Story Project* (Holt), edited by Paul Auster, was a Book Sense 76 Pick on the September/October list. Kate DiCamillo, whose book, *Because of Winn Dixie* (Candlewick), was selected as the 2001 Book Sense Book of the Year for Children's Literature, was on the March/April list for *The Tiger Rising* (Candlewick). *The Last Report on the Miracles at Little No Horse* (HarperCollins) by Louise Erdrich was the number-one Book Sense 76 Pick on the May/June list. Michael Malone, author of *First Lady* (Sourcebooks Landmark), a Book Sense 76 Pick on the September/October list, is also author of *Handling Sin* (Sourcebooks), a finalist for this year's Book Sense Book of the Year Rediscovery Award.

Judge Strikes Down Vermont Cyber-Censorship Statute

April 23, 2002 -- On April 19, in the case of the American Booksellers Foundation for Free Expression (ABFFE) v. Dean, U.S. District Judge J. Gavan Murtha enjoined a Vermont statute criminalizing any material posted on Web sites considered to be "harmful to minors." The complaint challenging the law was first filed on February 7, 2001, by a diverse array of individuals, businesses, and civil rights groups. The plaintiffs had claimed that the law violated constitutionally protected free speech rights and the Commerce Clause of the U.S. Constitution.

"The court has struck down a law that would have prevented a bookseller from doing business on the Internet on the same basis as in the bricks-and-mortar world," said Ed Morrow, co-owner of Northshire Bookstore in Manchester Center, Vermont, one of the plaintiffs in the challenge. "It is an important victory for the First Amendment rights of both booksellers and their customers."

The Internet law criminalized any images of nudity or material with sexual content that are communicated on the Internet and are accessible in Vermont -- as long as someone found the content to

be "harmful to minors." The law was enacted, it was argued by the state, as a way to prevent criminals from using the Internet to lure a minor through the use of e-mail or the transmission of sexually explicit materials.

However, the plaintiffs believed that the Act's broad definition threatened Internet users nationwide, because, "since it would be impossible to screen out Vermont minors from the recipients of Internet communications, all materials would have to be suitable for all minors, preventing the dissemination of speech that is constitutionally protected for adults and older minors." Moreover, if the law had been reinstated, it could have posed legal threats for many Internet businesses that might disseminate information with sexual content. This could include a bookstore posting a picture of a book that someone in Vermont finds to be harmful to minors.

This marks the fifth case in which ABFFE, along with other members of the Media Coalition, has successfully challenged a state law that potentially could have stopped adults from viewing materials on the Web that they already have a constitutional right to view in bookstores and libraries. The Media Coalition is a trade association that defends businesses' First Amendment right to produce and sell books, magazines, recordings, videotapes, and videogames; and whose general counsel, Michael Bamberger, represented ABFFE and other plaintiffs in the Vermont case.

The four other challenges occurred in Michigan, New Mexico, New York, and Virginia. (Also, Ohio is set to enact a similar Internet harmful to minors statute on May 6, 2002. If that occurs, chances are a sixth legal battle, between members of the Media Coalition and the state of Ohio, looms on the horizon. For more on Ohio House Bill 8, click here ¹⁴.)

"This is another important victory in a string of cases that we have filed to protect the right of booksellers to do business in cyberspace without censorship," said Chris Finan, president of ABFFE.

Along with ABFFE and Northshire, other plaintiffs in the Vermont case included: Sexual Health Network, Inc., the Freedom to Read Foundation; the American Civil Liberties Union of Vermont; the Association of American Publishers; the National Association of Recording Merchandisers; PSINet, Inc.; and the Recording Industry Association of America, Inc. (For more on the Vermont Statute, click here ¹⁵.) -- *David Grogan* ¹⁶

Time Out at BEA: Literary New York

April 23, 2002 -- Although free time is very scarce during BEA, some visitors may try to squeeze in some sightseeing, shopping, and cultural events. The possibilities are endless, so we are providing a few suggestions that might be of particular significance to booksellers.

For comprehensive event listings, see *Time Out New York* magazine or <http://www.timeoutny.com/> ¹⁷ and *New York Magazine* or <http://www.newyorkmetro.com/arts/> ¹⁸. To avoid disappointment, purchase tickets in advance, online, or by telephone, whenever possible.

For a uniquely "bookish" take on NYC, may we suggest:

Victorians, Moderns, and Beats: New in the Berg Collection 1994-2001

This exhibit at the New York Public Library features manuscripts and personal items of James Joyce, Henry James, E.M. Forster, W.H. Auden, Edgar Allan Poe, Walt Whitman, Sylvia Plath, Allen

Ginsberg, and others. It includes letters; original handwritten drafts of poetry and fiction by major British, Irish, and American writers; and selections from the Jack Kerouac Archive, which are receiving their first public display. The Henry W. Berg and Albert A. Berg Collection of English and American Literature is one of America's most celebrated collections of literary first editions, rare books, autographed letters, and manuscripts. Admission is free.

The New York Public Library -- main branch at Fifth Avenue and 42nd Street. Exhibition hours are 11:00 a.m. - 7:30 p.m. Tuesday and Wednesday; 10:00 a.m. - 6:00 p.m. Thursday through Saturday; closed Sunday. Call (212) 869-8089 or visit www.nypl.org ¹⁹.

21 Dog Years: Doing Time @ Amazon.com

Mike Daisey's Fringe Festival hit is a comic look at his two years with the giant online retailer: boy meets dot-com, boy falls for dot-com, boy flees dot-com in horror. The show is presented in a West Village theater founded in 1924 by Edna St. Vincent Millay.

Cherry Lane Theatre, 38 Commerce Street, (212) 239-6200 or (800) 432-7250.

8:00 p.m. Monday - Thursday; 7:00 p.m. and 9:30 p.m. Friday; 5:00 p.m. and 9:00 p.m. Saturday; 3:00 p.m. Sunday.

The Complete Works of William Shakespeare (Abridged)

Part Antony and Cleopatra and part Abbott and Costello, *The Complete Works* presents three actors in 75 roles and employs nearly 100 props. Director Jeremy Dobrish reduces 37 plays and 154 sonnets to 97 minutes.

Century Center Theatre, 111 East 15th Street, (212) 239-6200 or (800) 432-7250.

8:00 p.m. Wednesday - Friday; 2:00 p.m., 5:00 p.m., 8:00 p.m., Saturday; 4:00 p.m., Sunday.

And don't forget that The Rock Bottom Remainers, the band of writers who rock, will make a rare appearance at a special fundraising show to benefit the Book Industry Foundation, which supports ABFFE and the Association of American Publishers' Get Caught Reading Campaign.

The Remainers band, which includes Mitch Albom, Dave Barry, Roy Blount Jr., Kathi Goldmark, Greg Iles, Stephen King, James McBride, Ridley Pearson, Amy Tan, and Scott Turow, played to packed crowds at past booksellers conventions in the '90s.

Be there to dance at their first performance of the century. Webster Hall, 125 East 11 Street, Saturday, May 4, at 9:00 p.m. Tickets are going quickly. Purchase them online at the ABFFE store at www.abffe.com ²⁰, or order by phone from ABFFE at (212) 587-4025. Tickets are \$25 per person; \$45 for two; \$100 for five.

Winner of the 2002 Rea Award for the Short Story Announced

April 23, 2002 --

On April 17, the annual \$30,000 Rea Award for the Short Story was awarded to Mavis Gallant. The Rea Award is the only award in the U.S. exclusively for the short story and is awarded not for a single work, but for "literary power, originality, and influence on the genre." This year's jurors were writers Deborah Eisenberg,

Alice Munro, and Joy Williams. In selecting this year's winner, they cited that Gallant has "shown us over and over again what a marvel a short story can be.... She is a fearless writer, apparently equal to representing on paper any aspect of mind or time, however subtle, intractable, or evanescent."

Gallant, the author of more than 100 short stories, was born in Montreal in 1922. In 1950, she left her job as a reporter for the *Montreal Standard* and moved to Paris, where she began writing fiction. Her first story was published in 1951. Most of Gallant's stories first appeared in *The New Yorker*, where she continues to publish.

In 1981, Gallant received the Governor General's award for literature for her collection of stories, *Home Truths* (Dell Publishing Co.). The same year, she was made an Officer of the Order of Canada, and in 1993, she was raised to Companion, the Order's highest level. She's also the author of two novels, *Green Water*, *Green Sky* (Bloomsbury), and *A Fairly Good Time*.

Michael M. Rea was a collector of first editions of American short stories and served as a Trustee of the Solomon R. Guggenheim Museum. He established the Rea Award for the Short Story in 1986 to honor a living U.S. or Canadian writer who has "made a significant contribution to the short story form." The Rea Award is administered by the Dungannon Foundation, which was established by Rea and named for his paternal hometown in Northern Ireland. Previous Rea Award winners include Alice Munro (2001), Andre Dubus (1996), and Joyce Carol Oates (1990).

Mid-South Booksellers Forum Stresses Colleagues' Interaction

April 19, 2002 -- When booksellers from Kansas to Louisiana and all points in between travel hundreds of miles in the middle of the week to meet for three hours in Dallas, they want to accomplish a lot. And they did on April 10 in Dallas -- according to a number of booksellers who attended both an ABA Booksellers Forum and bookseller programming, which was sponsored by the Mid-South Independent Booksellers Association (MSIBA). Both events were hosted by The Enchanted Forest Bookstore.

Oren Teicher, ABA COO, met with over 20 booksellers from the far-flung region to discuss in detail the ABA Strategic Plan, and to answer any questions about ABA and its programs. Also attending was ABA Booksellers Advisory Council member Michele Lewis of Afro-American Book Stop in New Orleans. Among the booksellers

who came for the day's events were those with barely a year's experience, as well as those who have owned and operated stores for decades. New booksellers from Books on the Square in Granbury, Texas -- Viki Young, owner, and Sherry Mann, manager -- listened carefully to the observations and advice of those attending.

A major part of the forum was a discussion regarding the new ABA Strategic Plan. As in other forums, booksellers in the region had received in advance a survey questionnaire listing the new plan's six proposed goals, and they had been asked to rank them in order of importance.

Young told *BTW* that when ranking priorities for the ABA, she was aware of how important networking and sharing information with ABA and other booksellers was. "Our uniqueness is what we all have to sell, but we each run our stores very differently. We need to play on what makes us special to make people aware of the benefit of our stores," she said.

MSIBA President Tamra Doré of Katy Budget Books in Katy, Texas, mentioned how valuable the ABA educational programs and information are to those in the mid-South since many stores are very isolated geographically, "[These stores] don't see reps, and they may not be able to travel to BEA."

All attendees contacted remarked on the dynamic and informative afternoon presentation by Debbie McClure, vice-president of MSIBA and owner of Abilene Bookstore in Abilene, Texas. She brought examples of the many and varied sidelines that she carries, which, she said, boost her sales tremendously. She also introduced a sales rep to describe the ordering process from the vendor's perspective and to offer advice for those considering different sideline products.

Jennifer Anglin, owner of the host store, The Enchanted Forest, was enthusiastic about the meeting. "I like meeting in a member bookstore," she told *BTW*. "It's a lot of fun to be with other booksellers and also to see how others do it.... We had time for an open discussion --'have you had this author... how do you display that.' We had a nice range of experience, from 20-year veterans to new people who have a fresh perspective on things." -- *Nomi Schwartz*²¹

Links in this document:

1. See <http://bookweb.org/m-bin/login>
2. See <http://handbook.bookweb.org>
3. See <http://www.spiders.com>
4. See <http://news.bookweb.org/graphics/articles/200204/btw0425.pdf>
5. See <http://www.spiders.com>
6. See <http://www.adobe.com/products/acrobat/readstep.html>
7. See <mailto:dan@bookweb.org>
8. See http://news.bookweb.org/m-bin/hl_read/147
9. See <mailto:carl@booksense.com>
10. See <http://www.bookexpoamerica.com>
11. See http://news.bookweb.org/m-bin/hl_read/187
12. See <http://www.bookweb.org/graphics/pdfs/rx4read02.pdf>
13. See <mailto:jill@bookweb.org>
14. See http://news.bookweb.org/m-bin/hl_read/417
15. See http://news.bookweb.org/m-bin/hl_read/200

16. See <mailto:dave@bookweb.org>
17. See <http://www.timeoutny.com/>
18. See <http://www.newyorkmetro.com/arts/>
19. See <http://www.nypl.org>
20. See <http://www.abffe.com>
21. See <mailto:nomi@bookweb.org>